

# Murray named best place to live in Kentucky



National Main Street Center  
a subsidiary of the  
National Trust for Historic Preservation

## Main Street Monday!

July 7, 2014

### Independent Retailer Month



A recent survey found that independent retailers in cities with active "Buy Independent / Buy Local" or "Local First" campaigns reported stronger holiday sales than those in cities without such campaigns...

[www.indieretailermonth.com](http://www.indieretailermonth.com)

### Happenings Around the State



**Preservation Kentucky** Board of Directors is pleased to announce the appointment of **Betsy Hatfield** as **Executive**

**Director!** Betsy's career includes non-profit administration, public relations, fundraising, government and historic preservation in Kentucky, North Carolina, South Carolina, Oklahoma and Florida. Her preservation experience includes working for the Kentucky State Curator, Office of Historic Properties and Preservation Alliance of Louisville and Jefferson County; as an historic preservation consultant for technical assistance, tax credits and restoration projects; and as a volunteer for numerous house museums and historic preservation organizations. A graduate of Mars Hill College in North Carolina, she earned a B.A. in Art History & Aesthetics with minors in fine arts, music and English. Betsy has received many awards and commendations.

### "Notes from Detroit" by

**Katie Meyer, Covington**

I attended a session called "Creative Sponsorships," hosted by Sylvia Allen of Allen Consulting, Inc. This session gave me a whole new perspective and set of skills for soliciting sponsors. Like many Main Street programs, I have to fund all of the programs and projects that I conduct. Sponsorships are a crucial element to many of them and it's a skill that, for me personally, I've developed through some reading online and then trial and error. While I knew many of the principles she preached like 50% of sponsorships are allocated in the fourth quarter (October-December), it was still a good reminder. She also encouraged a completely customizable approach rather than pre-designed packages. Here are the basic steps she outlined: 1) Secure your media outlets first, 2) inventory all possible offerings to a sponsor, be creative, 3) Call and set up a meeting, 4) Allow the sponsor to identify what they would like out of your inventory, 5) Quote a price, 6) Negotiate. I like this approach and I'm going to try it this Fall as we gear up for 2015 programs.

### Scenes from New Castle! Courtesy of Director, Jeff Thoke



### Toot Your Horn!



Please send me your birthday month and day. As for year, you're as young as you feel.

**Only in Small Town:** The best thing about a small town, If I don't know what I'm doing someone else surely does!



Is your city bike friendly? That could be a plus in attracting young people to your community.

<http://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2014/06/in-bid-for-millennials-cities-and-states-promote-cycling>



Morehead director, Tony Pence and CLG Coordinator Vicki Birenberg have a discussion in downtown Morehead.

We are going to start featuring a director of the week! I am going to send out a form for you to fill out and you can add more than is asked if you like. This will help you learn a bit about your network! Such as, did you know Melinda Winchester, Paducah has chickens and sells eggs!

**Interesting article,** Do you have any of these in your downtown?  
<http://gizmodo.com/10-hidden-details-in-your-city-and-what-they-mean->

Directors Emily Ammerman, Cyntiana and Steve Walton, Paris helping with a task that many of us are familiar with.

